Louis S. Ederer(LE 7574) John Maltbie (JM 3658) ARNOLD & PORTER LLP 399 Park Avenue New York, New York 10022 (212) 715-1000 Attorneys for Defendants and Counterclaim Plaintiffs Joseph Abboud, Houndstooth Corp. and Herringbone Creative Services, Inc.

## UNITED STATES DISTRICT COURT SOUTHERN DISTRICT OF NEW YORK

JA APPAREL CORP.,

Plaintiff,

v.

JOSEPH ABBOUD, HOUNDSTOOTH CORP., and HERRINGBONE CREATIVE SERVICES, INC.,

Defendants.

JOSEPH ABBOUD, HOUNDSTOOTH CORP., and HERRINGBONE CREATIVE SERVICES, INC.,

Counterclaim Plaintiffs,

v.

JA APPAREL CORP. and MARTIN STAFF,

Counterclaim Defendants.

Civil Action No. 07 CV 07787 (DAB)

**DECLARATION OF LOUIS S. EDERER IN SUPPORT OF CROSS-**MOTION FOR JUDGMENT ON THE PLEADINGS ON COUNTS ONE THROUGH SEVEN AND COUNT NINE OF PLAINTIFF'S COMPLAINT AND IN OPPOSITION TO PLAINTIFFS' MOTION IN LIMINE TO PRECLUDE ADMISSION OF PAROL EVIDENCE

## EXHIBIT P



To:

ROBERTO JORIO FILI

Fax:

011-39-011-2397259

From:

**Bob Wichser** 

Fax:

212-841-4008

Subjects

**Press Interviews** 

Date:

July 6, 2000

Joseph and I, along with our Public Relations firm, have meetings scheduled with DNR and Cranes, a New York based business publication next week. The purpose is to get a more in depth story to build on the momentum of the announcement a few weeks ago.

I have put together the following press release, which we plan to give out during the meetings, in order to control what is written.

We have added a few quotes from you. Please advise your approval of the release.

Best regards,

8.3

C:: Paolo Vigitello - 011-39-011-239-7487 Marina Mira - 011-39-011-239-7375 Paola Vitto - 011-39-02-6229-619

> I.A. Append Corp. 630 Fifth Aromae How York, NY 10019 Tel. (212) 386-9140 Fix (212) 3974-9340

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2002

97/08/00 TEU 15:21 PAX 2125748482 EPAULETTE AND ASSOCIATES FOR IMMEDIATE RELEASE hap embarks on aggressive plan TO DEVELOP JOSEPH ABBOUD LABEL INTO GLOBAL LIFESTYLE BRAND New York, (done) - Following its acquisition of the designer faition label Joseph Abboud last month, Italian conglomerate Holding de Participazioni Industriali (HdZ) is unveiling an ambitione, malti-past plan designed to boost the 14 year-old heard into an multi tiered, lifestyle-driven specule global entity. The bay underplandings of this strategy will involve streamlinking the structure of the Joseph Abboud business - particularly in the area of licensing - to achieve a unified brand identity that will then be applied over the next five years to a variety of new product extensions and ventures, including a major emphasis on sportswear expansion, a retail division, a women's feakion line, and international wholesale стреневов. Also intuinie to this plan is a \$60 million investment in advertising and marketing designed to solidify and increase exposure of the brand's lifestyle positioning, as well as amplify that positioning into all of the new brand extensions. "We are fully committed to growing the Joseph Abboud business into a global designer lifestyle brand," anys Roberto Josio Fill, chief executive officer of GFT. Net, the fashion division of Hell that also includes Valentino, File and GFT in the linesp. "This is a classically modern brand, unique orientation yet internationally sophisticated in its appeal. The potential for deve and we are very much emission about moving forward with our strategy." Prior to the acquisition, GFT.Net (HdF) was the licenses for the Joseph Abbond core men's apparel business (which consists of tailored clothing, sportswess, familyings and golf apparel) and produced and distributed these lines through its JA Apparel Corp. division. All other Joseph Apboni Recesses were controlled by Sceneor JA Worldwide, the New York-beard designer company. Under the terms of the acquisition, MAP purchased all existing tradenants and licensing agreements and all fature trademarks bearing the Joseph Abbook name. The net result of the acquisition, according to PM, will be to effectively bring all brand manufacturing, marketing and strategy legather under one organization. As a company,

2003

07/05/08 TEU 15:22 PAX 2129748482 EPAULETTE AND ASSOCIATES HAP ENDARGE ON ACCRESSIVE PLAN —BA JOSEPH ARROUD ACQUISITION—A JA Apparel Corp. will now operate as the Joseph Abbond division of GFT. Net (HdF), inclusive of all inhouse manufacturing and licensing. As per HdP's strategy, JA Apparel will also run the brand's retail division, which is slated to launch in fall. 2001 with the opening of a flagship store in New York: The associty of brand extension categories, on the other hand, will be produced by licensees but will be designed and marketed wader the suspices of JA Apparel - by a creative team led by the designer Joseph Abband - to ensure cohestre, fully integrated brand quality, design viewpoint and market positioning "From a creative perspective, we will continue to express the applicationed, modern American elegance that has become our signature," notes Abbond, whose ar eard-witaning design has prined him a dedicated following among men's west consumers. "What is most exciting is that HdP's overship of the brand will allow us to entrad our viewpoint into a value new realed of lifestyle products and ultimately create an cattle world of Joseph Abbout." According to Robert J. Wickers, president and chief operating officer of JA Apparel, the company's first major strategic step will involve assessment of all existing licensed categories now owned by GFT. Not (Har) "With each House, we are boiling to review the quality and problem of each product as well as the viability of the merchandise category that product is in. Wishing explains. These are all critical factors in building a successful designer lifestyle heard, and we intend to align every single product bearing the Joseph Abbond beand under one set of standards.". The lifestyle-general marketing and advecticing pla five years, will kick off this year with a \$5.5 million captudings on stand-alone and co-op neticaal print ad compaigns, in-store merchandising and fixturing spicial spents/fin suppost. A campaign around the new Joseph Abbord Home Collection, the firstnew brand extension launching at retail under HdP's ownership, will break in the August issue of Elle Décor and run through year-end in that publication. A second campaign around the core men's wear Fell 2000 collections will run for fall is national books -- including Require and The New York Times Magintine -- as well as in outdoor venues. The development of a fall-scale retail division will mark the n

